

o Additional standards and/or principles as deemed necessary or appropriate by the department of Athletics.

DAAC considers each PSA's case independently and holistically.

4) If the DAAC's recommendation is unchanged, the coach may appeal in writing to the Director of Athletics for further review.

Commitments/Conditions for the Coach and the PSA who are involved in this process:

- If the Coach brings in a specially admitted student then:
 - The Coach must commit a roster spot for a minimum of one year to the student-athlete and financially commit to all academic support for the student-athlete (as determined by the BAC) until graduation, including if the student-athlete quits the team.
 - If a coach wants to remove a specially admitted student-athlete from the roster, the removal must be approved by the Sport Supervisor and Athletic Director.
- If the PSA accepts special admission to the university then:
 - The PSA must satisfy the admission requirements set out by the DAAC or the AEC during the established timeframe or their admission may be rescinded.
 - Once school starts, the student must remain a member of the team for at least one year or their admission may be rescinded.

CSU eligible mean 2.0 GPA. Plus all the A-Gs classifications completed.

Item B: Richard Loza (assistant athletics director for marketing and creative strategies) – presentation on athletics program marketing.

Loza started in September and had been at UCSB for 21 years. This a period of assessment going on right now. The wise thing to do is figure out what things need correcting and what does work right now.

Loza had a staff of students, but not workers. He has hired three people and is at full-speed ahead. He tries to look at the situation being half-full in regards to Covid. Things were a bit tricky especially with indoor events. One of the things being done to increase attendance is working with Biggest Fan. They work with Grand Canyon University. Essentially it is a giant, loud party. Their mentality is to create a party atmosphere, but be respectful to season ticket holders but want to create a great atmosphere for the students.

But why spend so much time and money on students when they don't pay? From the biz standpoint, the fans drive the environment, that college environment. It's a different feel to the games. The fans bring in the corporate partners. It drives in revenue and the recruits. Everyone wants to play in front of their peers.

How to get the students to come and watch basketball; come and watch baseball. It's the marketing. Get them to come and sample the product. Nationwide, the mindset is give them a bunch of stuff, but it's really only a Band-Aid; it's not a solution. Loza wants to get students to buy into the team. Students he talks to say they wish they had gone to more sporting events.

He wants his videographers to get lots of crowd reaction. That will create excitement with students and the fan base. Video helps sell tickets and gets students excited about Beach athletics.

Advertising in local media and student media: member of Chamber of Commerce. What's the best way to spend a tight budget. They do target marketing. Loza said they have social media accounts that help get out the word: @LBSUathletics. Videos are unique and show views that no one else can see.

Item C: Sandra Shirley / Loren Edwards (Bickerstaff Academic Center for Student Athletes) – presentation on academic support for student athletes.

Sandra: fall 2021: 373 students served. 19 teams with 19 schedules. 5 academic advisers that work with specific sports teams. The goal is to build a rapport with the student-athlete. The goal is a good campus experience. They advise as to sports practice conflicts and scheduling. In fall 2021, GPA of 3.19. 82% of student(r)10(ds))JTJET@.00000912 0 612 792 reW*BT/F2 11.2 reW*BT/F2 11.d